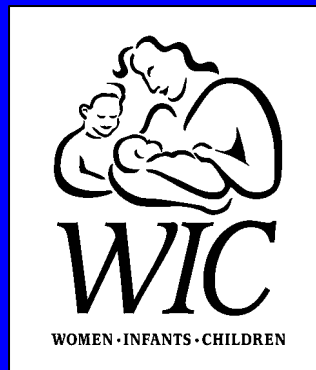


Collaboration-A Key to Enhanced Nutrition Services: A County Case Study

Bonnie L. Broderick, MPH, RD

Santa Clara County

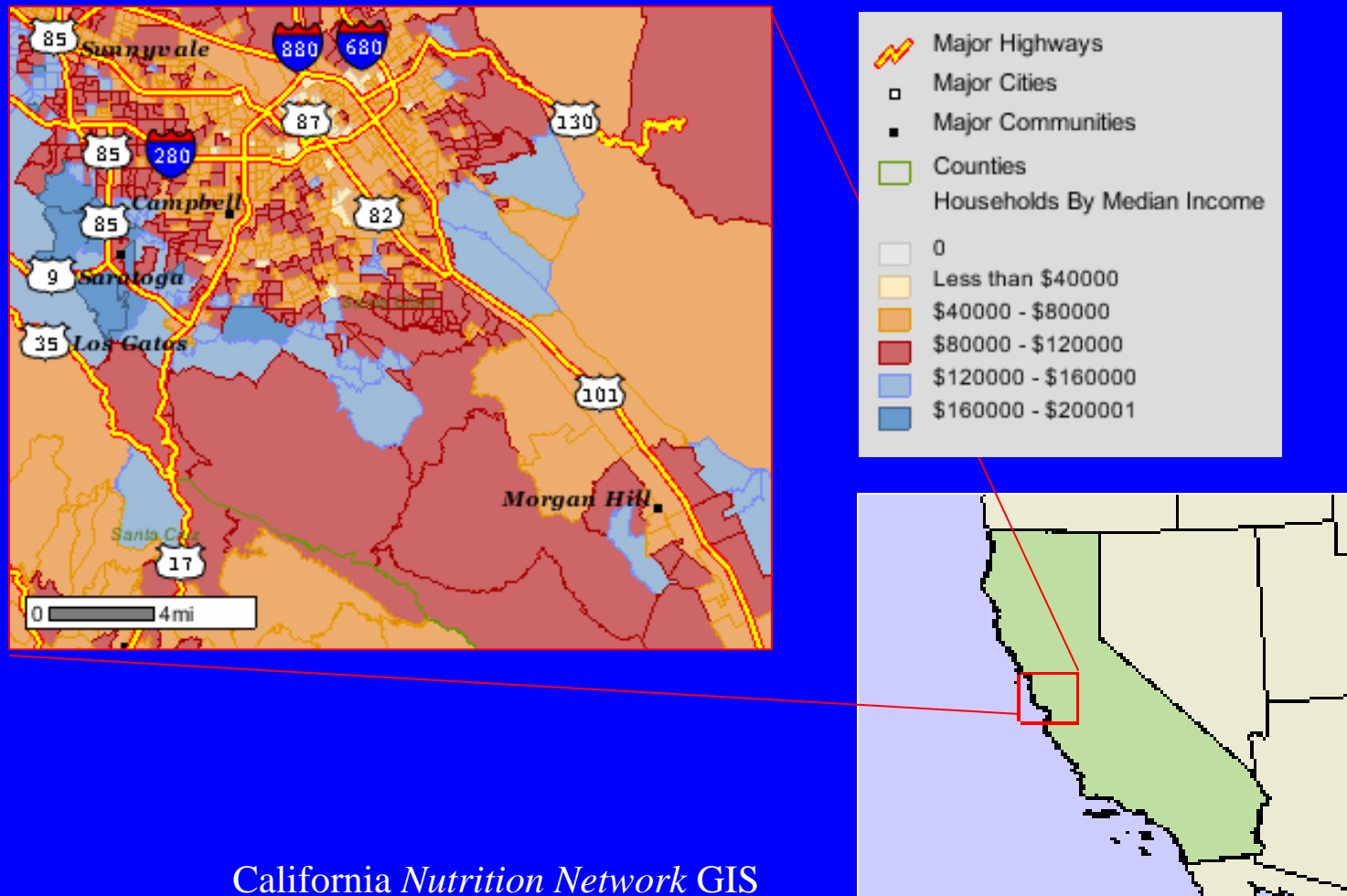
Public Health Department



Objective

- Learner will identify at least three strategies to maximize efficiencies of sister-FNS programs

Santa Clara County



California Nutrition Network GIS

Santa Clara County Data

- 1,291 square miles
- 1.7 million people
- Diversity
 - 54% White
 - 3% Black or African American
 - 26% Asian
 - 0.3% Native Hawaiian or Pacific Islander
 - 24% Latino or Hispanic
 - 17% Other race or two or more races

Santa Clara County Data

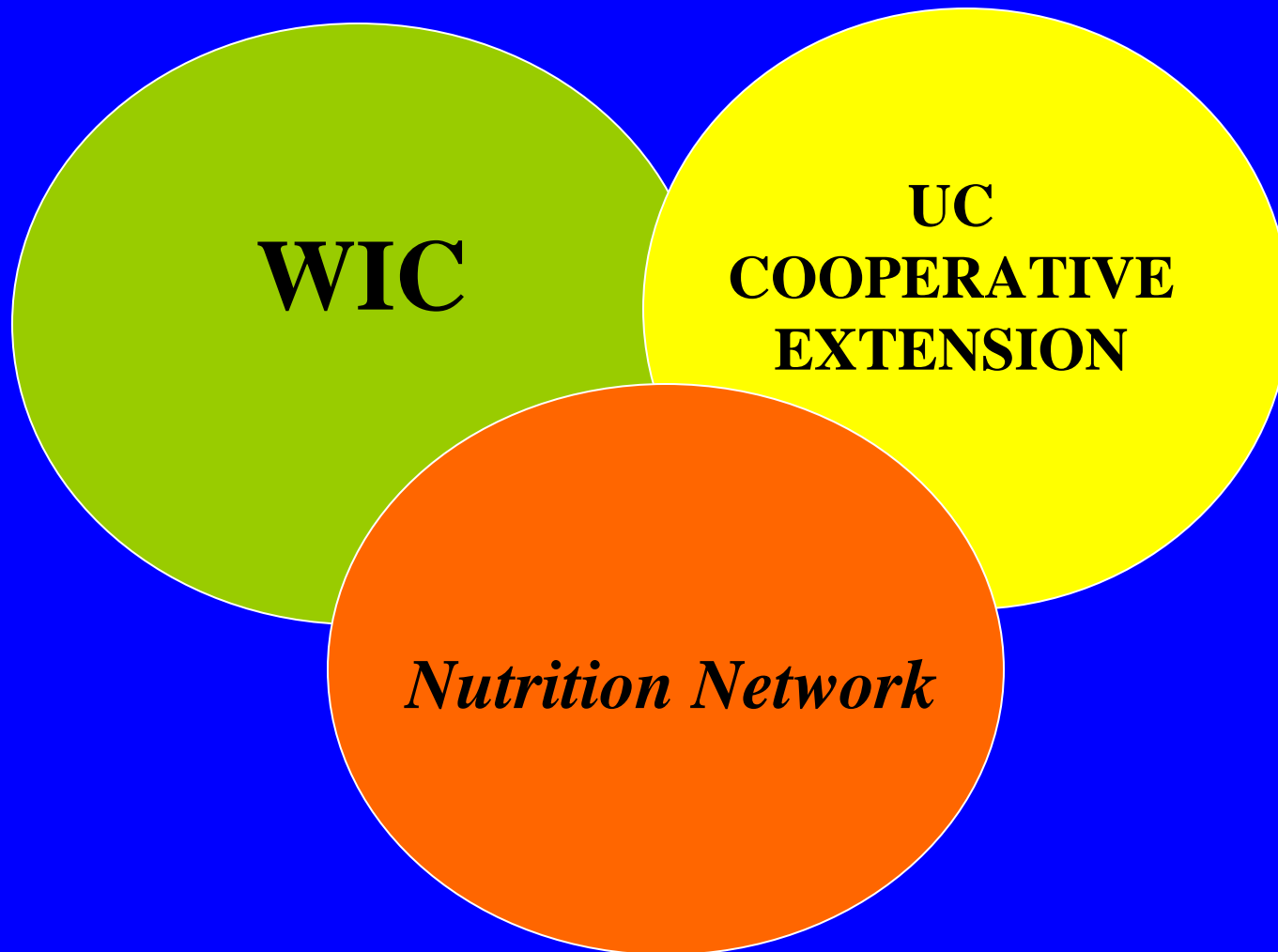
- 124,470 people living in poverty¹
- 74,000 adults living in food insecure households²
 - 253,000 other members in these households
- 351 public schools³
 - 76,119 students eligible for free or reduced-priced school breakfasts

1. US Census, 2000

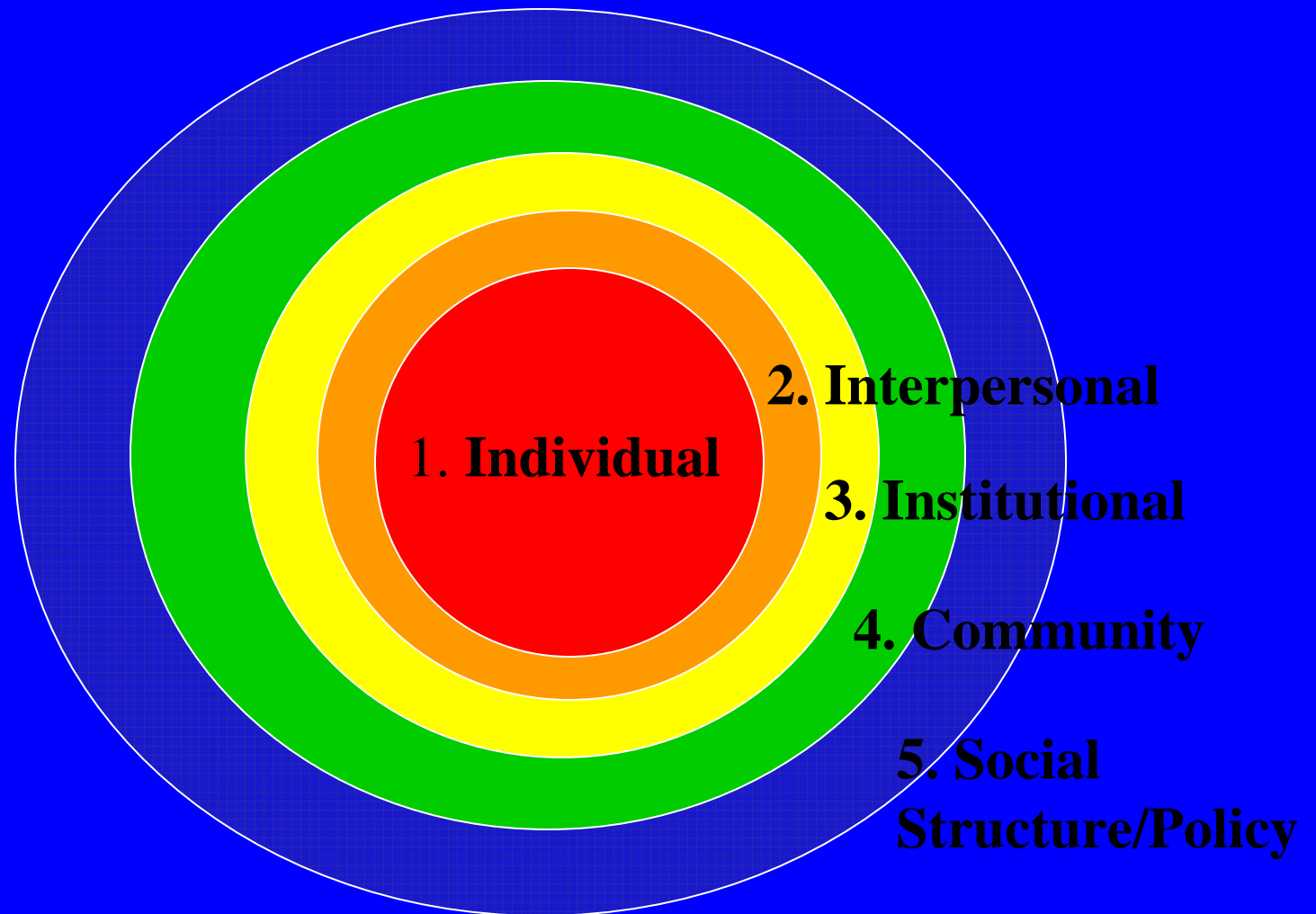
2. UCLA, Center for Health Policy Research, 2001

3. California Department of Education, 2002-2003

Core Education Delivery Partners



Social Ecological Model



McElroy, Bibeau, Steckler, & Glanz, 1988

1. Individual Level

- Nutrition Education Classes
 - Fruit & Vegetable and Physical Activity classes
 - Community classes & food demonstrations
- Nutrition Education Newsletters
- Nutrition Awareness Events

2. Interpersonal Level

- Peer Education
 - Breastfeeding Support
- Provider Training
- Feeding Dynamics
 - Collaboration with UC Cooperative Extension, WIC, and *Network* staff

3. Institutional Level

- Workplace Interventions
 - Fit WIC
 - Fitness Challenge
 - Lactation Accommodation
- Policy Change at the Workplace
 - Public Health Department Nutrition & Physical Activity and Breastfeeding Policies

4. Community Level

- Spring Into Health and Nutrition Month activities in conjunction with UC Cooperative Extension at multiple lower-income elementary schools
- Farmer's Market Partnerships

5. Social Structure/Policy Level

- Environmental Change
 - Expansion to county-wide policy on vending machine foods and foods served at County sponsored events
- School Wellness
 - Education, resources and technical assistance

Outcomes

- Strengthened partnerships for future collaboration
- Standardized nutrition messages reinforced through multiple channels
- Increased demand for integrating nutrition education and physical activity into program services

Lessons Learned

- Use communication and strategic planning for effective collaboration
- Value partners & their unique contributions
- Be patient-true collaboration takes time and energy

Contact Information

Bonnie Broderick, MPH, RD

Nutrition & Wellness

Santa Clara County Public Health Department

976 Lenzen Avenue

San Jose, California 95126

Email: Bonnie.Broderick@hhs.co.scl.ca.us